

ABSTRACT

An apparatus and method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network includes the

5 steps of presenting an offer for sale of a product and/or service to the consumer over the computer network, concurrently presenting an incentive for purchasing the product and/or service to the consumer promptly over the computer network. The incentive is

10 initially set to a predetermined maximum value and decreases over a period of time. Additional steps include indicating an interest to purchase the product and/or service by the consumer at a point in time during the period of time, and providing the consumer the

15 current value of the incentive corresponding to the point in time at which the consumer indicated the interest.

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